

TO THE
READERS OF NEWS-PAPERS.

THE repeated complaints that have been made by the friends and supporters of the UNIVERSAL REGISTER, since its first establishment, of the difficulty of obtaining that Paper from some of the *News-Carriers*—the various attempts to foist other News-papers in its room, and the facility of those mistakes which have so frequently occurred under the circumstance of the word *Register* being annexed to so many other publications, have determined the Proprietors on the adoption of a measure, which they conceive will obviate such impositions on their friends in future.

In this measure they comply with numerous and respectable solicitations; and therefore agree to add a first Title to the Paper.

This is not in the affectation of mere novelty in name; but with a view to reduce from the base arts of subterfuge and imposition a News-paper hitherto supported by a generous and discerning Public, and amply established in general estimation, in spite of the envious efforts of interested competitors, whose annual emoluments, it is confessed, may have felt no inconsiderable diminution from the success of the *Universal Register*, and the illiberal opposition of narrow-minded enemies to the infant art of LOGOGRAPHY, of which it was the first periodical production.

In order as well to obviate every minute cause through which the Public may be imposed on by the agents of other Prints, as, that a Paper ever devoted to their information and amusement on every subject, useful or interesting, may stand distinguished by a Title, at once more laconic and comprehensive of its design, and less apt to be mistaken for another; the Public are respectfully informed, that on and after the 1st of *January* next, it will be published under the Title of

THE TIMES;
OR,
DAILY UNIVERSAL REGISTER.

The Directors are aware of the scope that envy and malevolence will assume for perversion and misrepresentation from the *Titular change*.—Silent contempt is the only notice such attacks can claim, or shall meet.

To that Public, with whom merit alone must form the criterion of their deserts, the Directors will make no promises of literary miracles; nor will they, in the spirit of enthusiasm, assert, that this *Baptismal Change* is of itself to work total *Regeneration*.—They have not the presumption to assert, or even intimate that the *Arcana* of Courts and Cabinets are thrown open for their in-
for-

formation, or that they are gifted with the prophetic power of developing State events in embryo—they have, however, sources of authentic and early information, in the political hemisphere, superior to any other Print. The intelligence conveyed through the *Universal Register* during the late contests in Holland will, it is presumed, stand as an indubitable testimony of it.

They have now only to say, that where their efforts for the public service will bear extension, it shall be given in the fullest scope.—The Paper, with its new name, acquires also *Sponsors* of the first respectability in this country, whether as to Fashionable, Literary, or Commercial Information. Its reception is now established, on certain grounds, at all the Coffee-houses and Taverns in London and Westminster, and Correspondents fixed for its circulation, not only in every city and principal town in Great-Britain and Ireland, but also throughout Europe, and other parts of the world, where the English Language is known.

From these premises, the Conductors will be enabled to present to their Readers, whether in Fashionable or Commercial Life, an amusing and instructive Companion for the Breakfast Table—in

T H E T I M E S :

Of which that Paper shall ever stand

“ *The Abstract and brief Chronicle.* ”

They presume it will not be held unimportant by the heads of families to declare, that where they cannot improve the morals of the rising generation, they will not vitiate them by the promulgation of any thing offensive to *Delicacy*, or to *Virtue*.

To ADVERTISERS they promise, that punctuality and respectful attention, which is ever due to the dignity of Trade in a commercial country : and that their favours shall be displayed and arranged in a state best calculated to answer their purposes, and rescue them from that indiscriminate confusion so justly complained of in other Papers.

They are fully aware of the advantages, as well as the indispensable necessity of an early publication : and in this point they are, by the expeditious art of *Logography*, peculiarly capacitated to accommodate that Public, of whom it is their ambition, as well as interest, to deserve encouragement and support.

This Paper is printed and published at the LOGOGRAPHIC PRINTING-OFFICE, [Printing-House-Square, Blackfriars, where Orders and Advertisements for the Paper are received, and the strictest care observed that they be faithfully attended to. Advertisements are likewise taken in at Mr. GRIVES's, Stationer, No. 103, the Corner of Fountain-Court, Strand; and at Mr. WHITEAVE's, Watch-Maker, No. 30, Opposite St. Dunstan's Church, Fleet-street.

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